NEVER A MAN HIS EQUAL! NEVER A PICTURE TO EQUAL THIS!

TODAY!

← *Watch Date!* ←

HE MADE HISTORY WHEN HE MADE LOVE!

ADVENTURES OF DON JUAN

ALL ITS THUNDERING EXCITEMENT IN COLOR BY TECHNICOLOR

STARRING

ERROL FLYNN · VIVECA LINDFORS

1949'S BIG NEW

THIS IS A

WARNER BROS. *Campaign!*

HE MADE HISTORY WHEN HE MADE LOVE!

ADVENTURES OF DON JUAN

IN COLOR BY TECHNICOLOR

STARRING

ERROL FLYNN

VIVECA LINDFORS

WARNER BROS. PRODUCED IT! THE BIG NEW ENTERTAINMENT ACHIEVEMENT FOR 1949!

WITH ROBERT DOUGLAS and ALAN HALE • ROMNEY BRENT • ANN RUTHERFORD

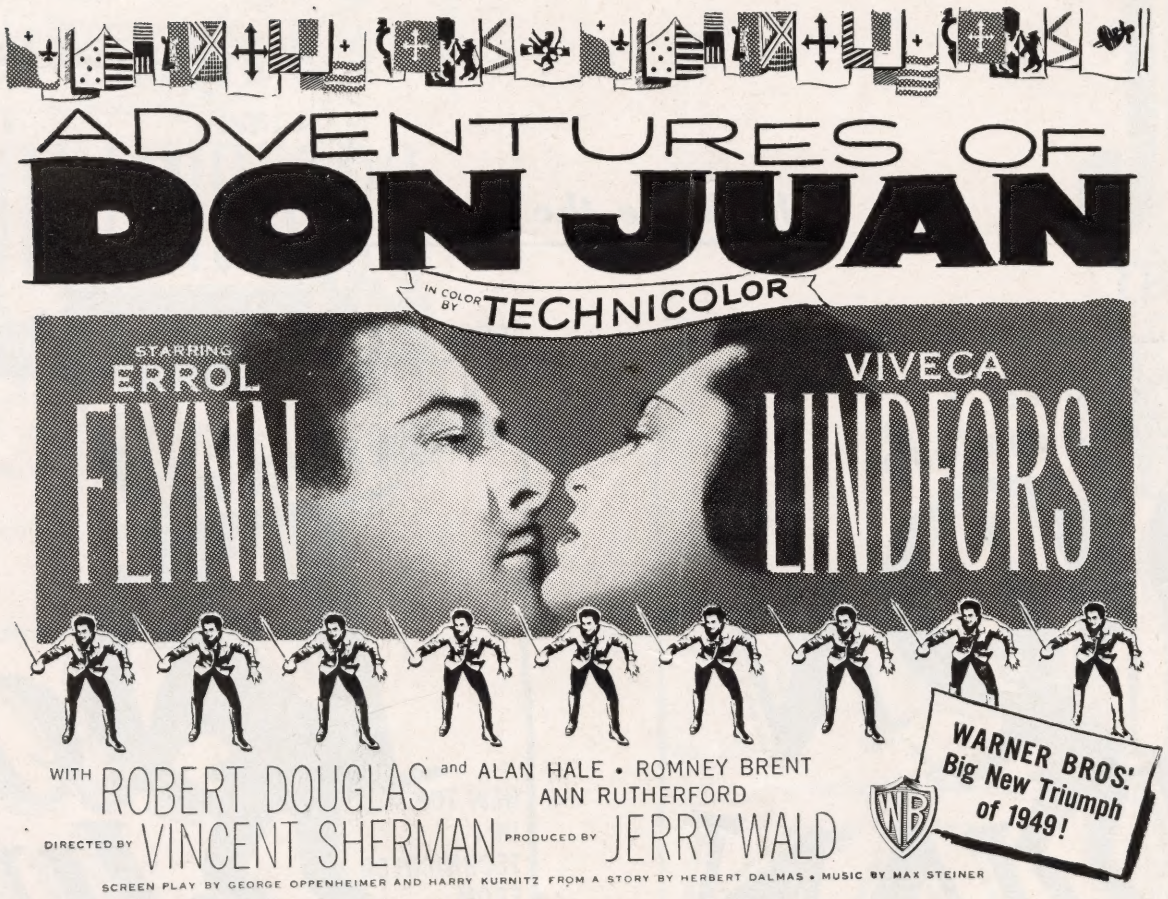
DIRECTED BY VINCENT SHERMAN · PRODUCED BY JERRY WALD

SCREEN PLAY BY GEORGE OPPENHEIMER AND HARRY KURNITZ • FROM A STORY BY HERBERT DALMAS • MUSIC BY MAX STEINER

Ad Mat 501 — 5 Cols. x 10⅝ inches (745 lines) — *(See 4-Col. Size Inside)*

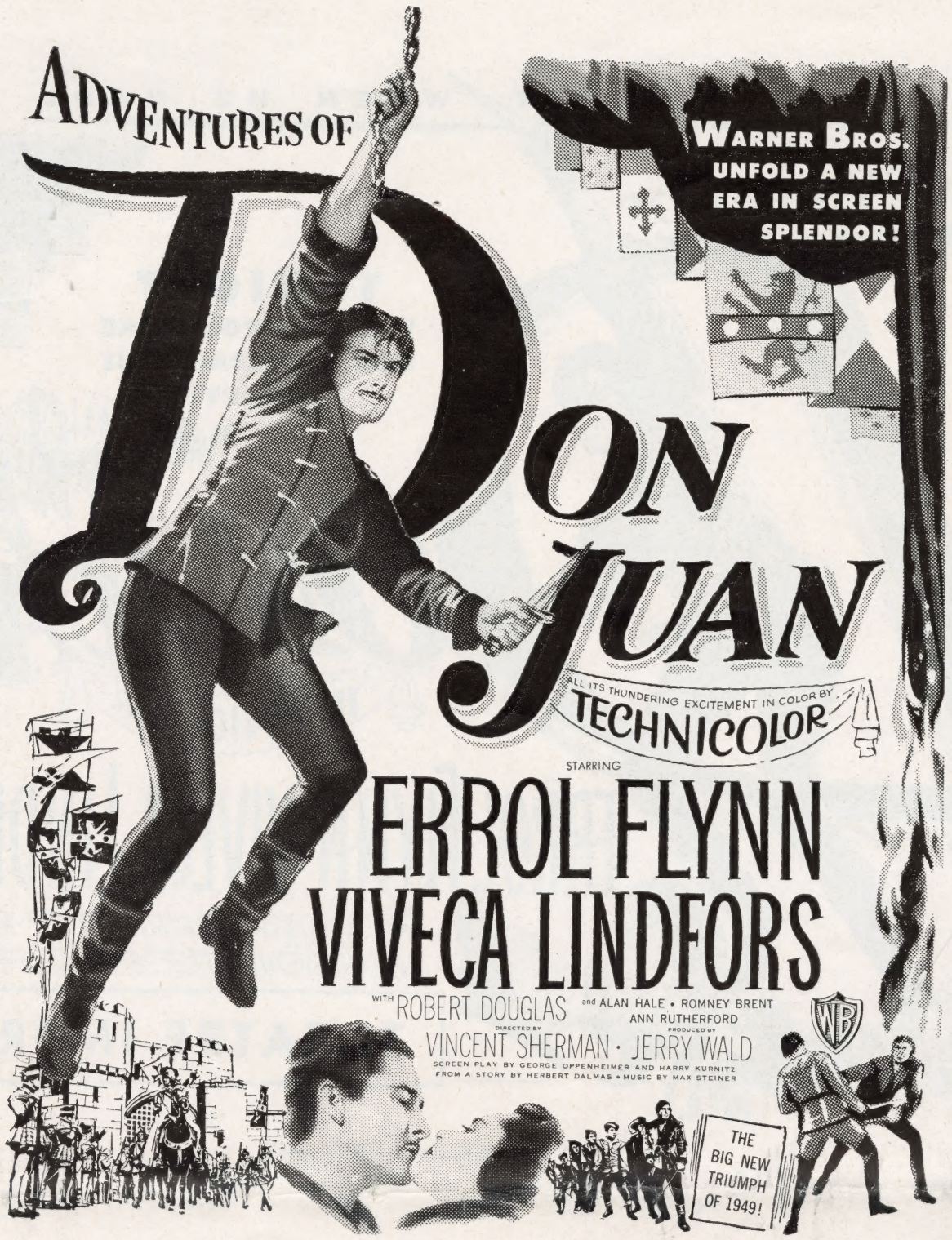
Watch Date!

Mat 401 — 4 cols. x 6¾ inches (376 lines)



Mat 301 — 3 cols. x 4⅝ inches (192 lines)

This ad also in two-column size. See page 7.



Mat 302 — 3 cols. x 7⅞ inches (330 lines)

These are the Teasers

Watch Date!

Mat 204 — 2 cols. x 3¾ inches (104 lines)

Watch Date!

Mat 205 — 2 cols. x 3⅞ inches (108 lines)

Mat 207 — 2 cols. x 9 inches (252 lines)

This ad also in three-column size. See page 2.

Mat 103
1 col. x 15½ inches (218 lines)

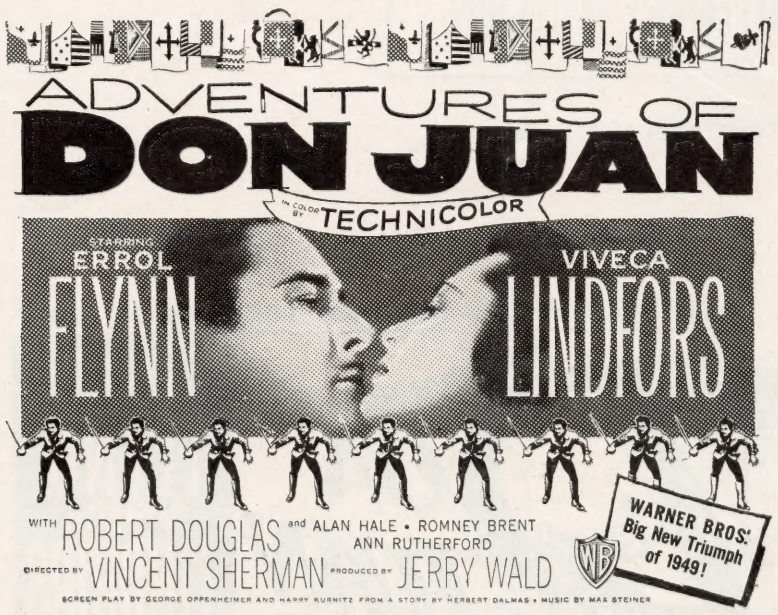
Mat 402 — 4 cols. x 8¼ inches (460 lines)

This ad also in five-column size. See front cover.

Mat 201 — 2 cols. x 1¾ inches (48 lines)

This Ad Adaptable As a HERALD

Mat 303 — 3 cols. x 9¾ inches (411 lines)



Mat 203 — 2 cols. x 3⅛ inches (86 lines)

This ad also in three-column size. See page 3.

MAT 209 — 2 cols. x 11⅞ inches (332 lines)

AD ART

Retouched ad art used in this campaign is available as 8 x 10 stills. Order from National Screen Service.

Mat 202 — 2 cols. x 2¼ inches (64 lines)

Mat 102
1 col. x 9⅞ inches (139 lines)

Mat 206 — 2 cols. x 5¼ inches (146 lines)

Both Ads on One Mat

MAT 101

1 col. x 2¼ inches (32 lines)

1 col. x 1¼ inches (17 lines)

Holdover Ad

HOLDING FOR ANOTHER WEEK!

Above Headline Can Replace Present Line

THE ADVENTURE LOVER SUPREME!

Mat 208 — 2 cols. x 10¾ inches (300 lines)

LATEST WARNER BROS. SHORT SUBJECTS

"SPORTSMEN OF THE FAR EAST" . . . The great diversity of sports in India is shown in this Technicolor action reel with glimpses of cricket, polo, snake charming, yachting, sword twirling and pole climbing.

5502 . . . Technicolor Sports Parade — 10 min.

"PRINCELY INDIA" . . . The story of the men who rule one-fifth of the world's population. Their domains are as fabulous as a chapter from the Arabian Nights in this fascinating tour of Princely India.

5003 . . . Technicolor Special — 20 min.

"SO YOU WANT TO BE A BABY SITTER" . . . Joe McDoakes draws the task of minding his neighbor's child. What happens to him would drive a man crazy and it does. Featuring George O'Hanlon, the short was written and directed by Richard Bare.

5403 . . . Joe McDoakes Comedy — 10 min.

"HARE DO" . . . Pursued by Elmer Fudd, the hunter, Bugs Bunny takes refuge in a movie theatre. Bugs uses the natural resources of the house to his advantage and puts the hunter in some very precarious positions.

4722 . . . Bugs Bunny Technicolor Special — 7 min.

"CIRCUS TOWN" . . . The circus minded citizens of Gainesville, Texas contribute their time and talents to a home grown amateur circus. Everybody gets into the act.

5803 . . . Technicolor Adventure Special — 10 min.

The Official Billing

WARNER BROS.	50%
Pictures Presents	5%
ERROL FLYNN — VIVECA LINDFORS	100%
in	
"ADVENTURES OF DON JUAN"	100%
Color by	15%
TECHNICOLOR	30%
with	
ROBERT DOUGLAS	25%
and	
Alan Hale — Romney Brent — Ann Rutherford	10%
* * *	
Directed by Vincent Sherman	25%
* * *	
Screen Play by	
George Oppenheimer and Harry Kurnitz	3%
From a Story by Herbert Dalmas	2%
* * *	
Produced by Jerry Wald	25%
* * *	
Music by Max Steiner	3%
* * *	
A Warner Bros.	5%
First National Picture	2%

DON JUAN

Errol Flynn, as the dashing Don Jua raises his sword to fend off an irate hu band who has discovered the handsom Don on his wife's balcony!

↑ **5-Column Mat Ava**

(*Star*

Errol Flynn's For Swor

breathless with raves over the Technicolor opulence and splendor of this romantic epic.

Flynn, who excels in swashbuckling roles, is cast as Don Juan, history's greatest lover and heroic swordsman, and Miss Lindfors is Queen Margaret, the one woman he would die for. While Flynn has appeared in other historical roles such as "The Adventures of Robin Hood", "Elizabeth and Essex", "Dodge City", "They Died With Their Boots On" and other Warner specials, his latest assignment of Don Juan is reported to top them all.

Miss Lindfors, the studio's dramatic import from Sweden, was trained in Stockholm's Royal Dramatic Theatre School and appeared in 16 Swedish motion pictures before her arrival in the United States last year. Douglas, who was seen in "The Decision of Christopher Blake", is a well known personality on the British stage. He plays the sinister Duke de Lorca in this new attraction.

Jerry Wald produced "Adventures of Don Juan" for the studio. Max Steiner, Academy winner for his brilliant scores, turned out the rich musical frame for the film.

'ADVENTURES OF DON JUAN', Warner Bros.' brilliant Technicolor historical romance starring Errol Flynn and the new Swedish actress, Viveca Lindfors, premieres Friday at the Strand. Filmed to depict all the lush panoply and excitement of Old Spain, a typical scene (above) shows the two stars in the royal palace with Robert Douglas as the evil Duke De Lorca (left) and Ronney Brent as the weakling King Philip III.

Mat 691-3A

(*Advance*)

Warner Bros.' Technicolor Film, 'Adventures of Don Juan', Coming

"Adventures of Don Juan", Warner Bros.' rich Technicolor romance, starring Errol Flynn and Viveca Lindfors, opens Friday at the Strand Theatre.

Flynn portrays the legendary lover, swordsman and sometime savior of the throne of Spain in the romantic era of Philip III and his queen, Margaret. Miss Lindfors, the sensational Swedish star, plays this latter queenly role.

Warner Bros. planned this production over two years ago and even progressed to designing sets and costumes. But then certain restrictions on filming and production held the film up.

Vincent Sherman directed the picture. The cast is bright with Robert Douglas, Warners' new British star, Alan Hale, Romney Brent, Ann Rutherford, Mary Stuart, Robert Warwick, Una O'Connor, Barbara Bates, Jerry Austin, Douglas Kennedy, Helen Westcott and thousands of extras who fill the screen.

Flynn wears 27 dashing costumes which Travilla designed. Miss Lindfors wears 11 gowns of great magnificence created by Leah Rhodes. The costume plot for other principal players and atmosphere players totals 5,200 costumes, giving one an idea of the scope of this mighty production. Heavy brocades, cut velvets, jewel encrusted satins, and other rich materials are used in the costumes worn by the players seen as courtiers.

Sets for the gay romance are as lavish as the costumes. Art director Edward Carrere created 58 set plots, and 113 individual settings. One of the standout sets shows the grand stairway of the Spanish palace. Over 100 men could stand across the lower step alone.

Fred Cavens, Hollywood's foremost fencing master, was signed to coach Flynn and his enemies in the film, certain special fencing routines.

The screenplay is by George Oppenheimer and Harry Kurnitz, based on a story by Herbert Dalmas. Max Steiner dipped into Spanish music with a liberal hand in building the rich musical frame for the production. Jerry Wald produced.

(*Advance*)

WARNER BROS. SET TECHNICOLOR EPIC INTO STRAND

El Cid Campeador, legendary Spanish hero of the 11th Century, has materialized again complete with two-handed sword and nearly three times as large as life, and certainly far heavier.

His stately figure guards the entrance hall from the grand staircase of the Madrid palace of the king and queen for sequences in Warner Bros.' lavish Technicolor romance, "Adventures of Don Juan," Errol Flynn-Viveca Lindfors starrer which Jerry Wald has produced, opening Friday at the Strand Theatre.

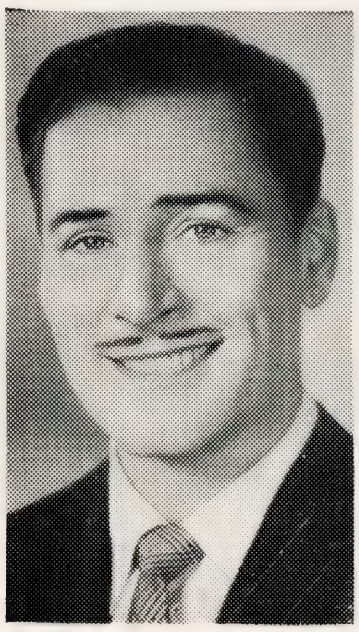
El Cid stands 16 feet high, 18 feet if the pedestal from which he is anchored to the landing on the stairway is counted, and weighs just 48 pounds under two tons. He was first modelled in clay by Sculpture Harold Wilson to a scale of one and one-half inches of his present size. This model was then copied, in clay, to full size to make the mold for the plaster. The figure was cast over a steel and wood skeleton.

El Cid's real name was Rodrigo Diez, called El Cid Campeador (when translated, it means a commanding person and champion) by his enemies, the Moslems.

Until the machinations of a beautiful and wicked woman deprived him of his sword and he was killed with it for her pleasure, he was invulnerable in battle. Legend has it that the sword was given him in his youth by an old woman whom he rescued from brigands. It was her reward to him, along with the magic word "Tizono," and had been left her by her sorcerer father.

Be that as it may, for his present appearance in "Adventures of Don Juan," he has got his sword back, or a plaster facsimile thereof, and looks beneficently down on the fortunes of Errol Flynn when he woos Viveca Lindfors and slays his arch enemy, Robert Douglas.

DON JUAN



ERROL FLYNN

Still 653-527 *Mat 691-1C*

The Story

(Not For Publication)

Errol Flynn plays the fabulous Spanish lover and swordsman Don Juan. Visiting in England he is on the road to London when he pauses for a romantic interlude with a noble lady, only to be caught by an irate husband whom he promptly bests in a duel. He flees and is conveniently mistaken for a Spanish grandee en route to his royal wedding. Escorted to his fiancee she promptly discovers they were lovers months before and Don Juan's real identity is uncovered. Together with his ensign Alan Hale, he is tossed into prison. The Spanish Ambassador, however, gets them released and sends them packing to Madrid not before revealing that there is intrigue afoot back home. At court Queen Margaret (Viveca Lindfors) assigns Flynn as master of the Royal Fencing School with an admonishment to behave. The Duc de Lorca (Robert Douglas) who already has the weakling King Philip III under his thumb tries to enlist able Don Juan in his campaign but the latter refuses and incurs his enmity. Villainous intrigue gathers speed until the Duc de Lorca countermanding the King and Queen overpowers Don Juan and throws him into a dungeon to await execution. Alan Hale goes to his rescue, however, and together with loyal members of the Fencing Academy Don Juan attacks the palace. In a series of thrilling duels the loyal forces defeat the Duc de Lorca and the Queen is saved. About to leave Madrid for good because of his impossible love for Queen Margaret, she goes to him to confess that she also loves him. She wants to flee with Don Juan, but he persuades her that her duty is to her people. Don Juan sadly departs and is telling his loyal ensign that henceforth women will not be important to him when he suddenly spies a pretty miss going down the road in her coach. Flynn wheels his horse around, gallops after the coach—the inimitable Don Juan to the end.

Running Time: 110 Minutes

THE QUEEN

VIVECA LINDFORS

Still 691-516 *Mat 691-1B*

ROMANCE. Errol Flynn as Don Juan woos Queen Margaret, played by Viveca Lindfors in Warner Bros. heralded Technicolor production, "Adventures of Don Juan", directed by Vincent Sherman, opening Friday at the Strand.
Still 691-75 *Mat 691-2D*

(*Prepared Review*)

Errol Flynn Triumphs As Dashing Don Juan

A swashbuckling romantic epic done in the grand manner . . . that's Warner Bros.' lush Technicolor romance, "Adventures of Don Juan" starring Errol Flynn and Viveca Lindfors, which premiered last night at the Strand Theatre. Vincent Sherman directed this handsome film with all the sweep and grandeur befitting the story.

Only top-drawer talent has gone into this richly dressed picture. Each department from scenic designer, costumer to artist has contributed its share of skill. The result is a rich tapestry of moving spectacle, romance and adventure. Sly touches of humor also filter through the lusty tale.

Flynn, who prefers romantic action roles to the more sedate drawing room assignments, disports in top form. As the legendary lover, swordsman and sometime savior of the throne of Spain, he has a part which fits him like a glove.

Miss Lindfors, queenly in stately garb of breathtaking golds and velvets, makes a regal teammate standout.

The story itself is a well-stocked dramatic piece, teeming with duels, towering sets and opulence. Don Juan comes to the Spanish court with a reputation for romance. The queen really attracts him and when enemies close in, Don Juan is there to protect her. There is a steady flow of romantic episodes, plus an interwoven plot of court scandals and evil plotting.

Art direction under Edward Carrere is distinguished. His best work is a huge stairway dominated by a mammoth statue which provides the background for many of the outstanding scenes. Flynn's duel with Robert Douglas, who plays the evil de Lorca, is shot against this set.

Another standout scene is the attack on the palace with Flynn and his henchmen slashing it out with guards in a free-for-all swordplay. A fire breaks out and through the Technicolor magic the scene ends in a brilliant and exciting color display.

Robert Douglas lends particularly good support as the villain. Others prominent are Alan Hale, who plays Flynn's buddy in the tale, and Romney Brent as the weakling king.

Max Steiner's musical frame is excellent, utilizing many Spanish themes for his score. Travilla and Leah Rhodes handled the mammoth costuming chore on the production. Sherman, in his ace direction, has captured many scenes of fabulous beauty. In fact some of the shots look like old masters with their ruffles and brocades.

R BROS.
CTS

T" . . . The great
in this Technicolor
polo, snake charm-
le climbing.
— 10 min.

f the men who rule
heir domains are as
bian Nights in this

in.

SITTER" . . . Joe
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a man crazy and it
he short was written

0 min.

Fudd, the hunter,
theatre. Bugs uses
his advantage and
ous positions.
ecial — 7 min.

minded citizens of
me and talents to a
dy gets into the act.

ERROL FLYNN
Still 691-452 *Mat 691-1F*

Viveca Lindfors Reveals Her 'Clean Eating' Diet

Viveca Lindfors, Warner Bros.' sensational Swedish star who co-stars with Errol Flynn in the lavish Technicolor epic, "Adventures of Don Juan," has her own method of keeping her figure slim—and trim.

It is by what she calls "clean eating" and plenty of walking, swimming and other exercise.

Viveca is five feet, six inches tall and weighs 114 pounds. Her weight seldom varies.

"By clean eating I mean eating food without fancy sauces," she explains. "I don't eat highly seasoned foods either. Mexican dishes are praised by many people, but I have never tried them.

"I was afraid I might like them too much."

For breakfast Viveca generally drinks "a bowl of coffee' and rye crisp. She may vary the crisp some mornings with toast, but that's the only time.

For lunch she generally has cottage cheese, sliced tomatoes and a green salad.

Her favorite dinner is filet mignon, a salad and green vegetables. On special occasions she has ice cream for dessert.

One last point—Viveca never eats potatoes. Too fattening.

Many Beauties In 'Don Juan'

Beautiful women abound in Warner Bros.' lavish Technicolor romantic epic, "Adventures of Don Juan", which stars Errol Flynn and the sensational Swedish actress, Viveca Lindfors.

Miss Lindfors, resplendent in magnificent silks and satins as Queen Margaret, is the woman for whom he would give up all others; Mary Stuart is Lady Catherine who has the misfortune to have a jealous husband; Lady Diana (Helen Westcott) is hampered by a stern father; and Donna Elena (Ann Rutherford) has a fiance who looks on Don Juan with a jealous eye; while Micaela (Barbara Bates) not only is the recipient of his gracious compliments, but has the privilege of waiting on him at the table. Last but not least, is an unnamed miss who is Nora Eddington (Mrs. Flynn).

NORA EDDINGTON (Mrs. Flynn)
Still 691-628 *Mat 691-1D*

Don Juan Fame In Song, Story

Few characters, in or out of history, have so engaged the talents of playwrights, novelists, poets and composers as Don Juan, the character who dominates Warner Bros.' handsome Technicolor romantic epic, "Adventures of Don Juan", starring Errol Flynn and Viveca Lindfors, set to open next Friday at the Strand Theatre.

Through the last three centuries since he made his appearance in Spain in a play entitled "El Brulador de Sevilla" which is attributed to the quill pen of Tirso de Molino. Russia, France, England, Italy, Germany, Austria and the United States have produced their own versions.

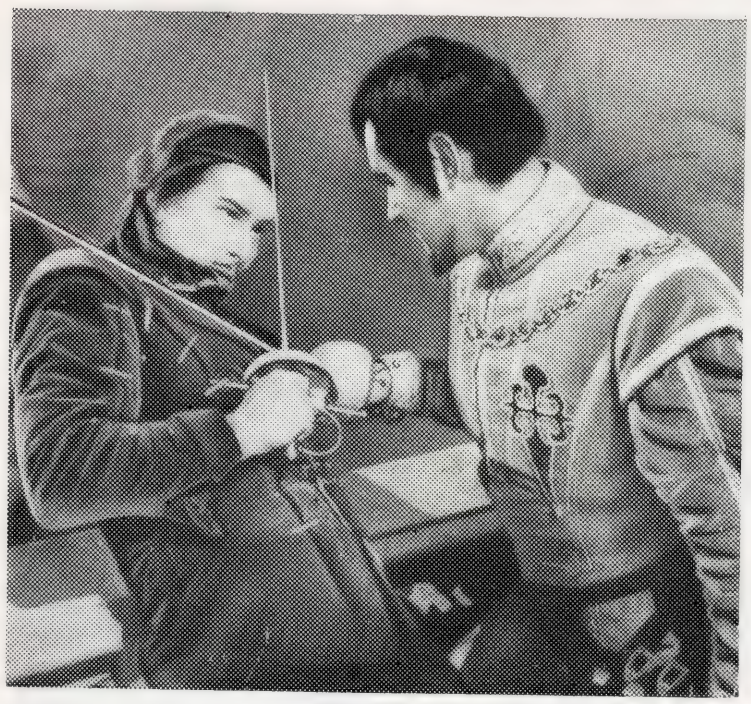
Of all the Don Juans of song and story, perhaps the best thought of by students of the legend are the original de Molino play and Mozart's opera, "Don Giovanni."

Ride 'Em Onyx!

Onyx, black stallion Errol Flynn purchased for his role in "They Died With Their Boots On," and which he has ridden in many films since, is again the star's mount in Warner Bros.' Technicolor epic, "Adventures of Don Juan," coming soon to the Strand Theatre for a run.

Son Takes Over

Alan Crosland, Jr., film editor on Warner Bros. Technicolor production of "Adventures of Don Juan," starring Errol Flynn-Viveca Lindfors, is the son of Alan Crosland, who in 1926 directed the earlier filming of "Don Juan" at Warners, starring John Barrymore.



DON JUAN MEETS HIS ENEMY. Errol Flynn in Warner Bros.' rich Technicolor romance, "Adventures of Don Juan", stages a death duel with Robert Douglas, his arch enemy in the swashbuckling epic. This will be the Strand's next attraction starting Friday.
Still 691-842 *Mat 691-2B*

5-COL. FEATURE FOR SUNDAY EDITORS!

Art available in 5-column mat form — plus specially written 700-word story. ORDER "DON JUAN FEATURE 502-X" from Campaign Plan Editor, Warner Bros. Pictures, Inc., 321 W. 44 St., N. Y. C.

DON JUAN—Lover, Fighter!

Errol Flynn and Viveca Lindfors star in Warner Bros.' thrilling Technicolor epic, "Adventures of Don Juan." Coming to the Strand Friday, Jan. 20.

Errol Flynn, as the dashing Don Juan, raises his sword to fend off an irate husband who has discovered the handsome Don on his wife's balcony!

Don Juan makes love to the English Lady Catherine (Mary Stuart) in her castle chambers. At any moment the guards are due!

The villainous Duc de Lorca (Robert Douglas) clashes with Don Juan in a duel to the death. Don Juan is now defending his queen as well!

The palace battle won, Don Juan holds lovely Queen Margaret (Viveca Lindfors) in his arms, and tells her that he must leave, for they can never belong to each other!

5-Column Mat Available — Order "Don Juan 501-X" from Warner Bros. Campaign Plan Editor, 321 W. 44th St., N. Y. C.

(Star Story)

Errol Flynn's Preference For Sword and Saddle

Drama, says Errol Flynn, star of Warner Bros.' handsome Technicolor romance, "Adventures of Don Juan", due here soon—the kind of drama that evokes sweaty palms and lumpy throats—is great for high-class ladies of the cinema and actors with accents. But as for him, he'll take a saddle or a sword.

This man of action, who thus confesses that the bigger departments of histrionics are not his dish of tea, also confessed that he shudders at the word "swashbuckler," a word that has been applied to him with varying degrees of emphasis and notable regularity since his Captain Blood and Robin Hood days.

"According to my dictionary," he says, and without referring directly to it, thereby giving the impression that he was certain of the accuracy of his statements . . . "according to my dictionary, a swashbuckler is a boasting soldier or a swaggerer, neither of which I am, nor have I portrayed on the screen."

Robert Douglas Vs. Errol Flynn

In the climactic battle for the Spanish Royal palace in Warner Bros.' "Adventurers of Don Juan," new Errol Flynn-Viveca Lindfors starrer, due soon in this city, considered the most spectacularly indoor fight ever filmed, there were only two minor casualties. Errol Flynn suffered a bruised shin and Robert Douglas had a recurrence of an injury to his right hip suffered when his British Royal Navy plane crashed in 1941. The fencers broke 33 rapiers while shooting this thrilling scene.

Plays King in 'Don Juan', Technicolor Film

Playing royalty to the Swedish queens of the screen is becoming a habit with Romney Brent, distinguished stage actor.

Brent played the Dauphin to Ingrid Bergman's "Joan of Lorraine" on Broadway and is currently seen as King Philip III of Spain to the sensational new Swedish star, Viveca Lindfors', Queen Margaret in "Adventures of Don Juan," Technicolor romance, which Jerry Wald has produced for Warner Bros.

'WHERE DID YOU GET THE QUEEN'S RING . . . ?' demands Errol Flynn of his captor, (Raymond Burr) in Warner Bros.' thrilling Technicolor epic, "Adventures of Don Juan", opening tomorrow at the Strand.

Still 691-83 *Mat 691-2A*

Honor Memory Of Barrymore

In sentimental tribute to the memory of John Barrymore, his friend and companion, Errol Flynn wears in Warner Bros.' handsome Technicolor production of "Adventures of Don Juan," due here soon, the handwrought order chain with emerald pendant worn by the late actor in the "Don Juan" of two decades ago.

It is the only ornament on the forest green velvet costume, most lavish in Flynn's luxurious wardrobe for the Jerry Wald production for Warner Bros., in which he makes his Court appearance.

ACTORS STRUGGLE WITHOUT POCKETS

Four men had a tough time of it during shooting on Warner Bros.' handsome Technicolor romantic epic, "Adventures of Don Juan," now ready for public viewing Friday at the Strand Theatre, because they had no pockets in their clothes!

From eight to ten hours a day, six days each week, week in and week out, Errol Flynn, Robert Douglas, Romney Brent and Douglas Kennedy, were clad in exact replicas of the costumes worn by the men of Spain at the end of the 17th Century for their roles in "Adventures of Don Juan."

Pockets, standard equipment in 20th Century male garb, were among the things to come in that era. And while a poor man carried his own money pouch, custom decreed that a servant fulfill this function for the wealthy.

"A poor man was better off than a rich one," is Errol Flynn's opinion, based on his experience as the pocket-less and pouch-less Don Juan, a man of some standing.

His Pal Again

For the 11th time in his acting career, Alan Hale plays the role of Errol Flynn's pal, in Warner Bros.' lavish Technicolor romance, "Adventures of Don Juan," opening Friday at the Strand Theatre.

(Production)

Thrilling Fencing Scenes In New Technicolor Epic

For one of the most spectacular fencing sequences ever filmed for a motion picture, 36 youths between the ages of 12 and 20 were signed by Warner Bros., and trained in the art by Fred Cavens, Hollywood's foremost fencing master.

The young people work in sequences in "Adventures of Don Juan," Technicolor Errol Flynn—Viveca Lindfors starrer which Jerry Wald has produced for the Burbank studio. In addition to presenting a complete "manual of arms" as a spectacle scene in sequences occurring in the Royal Fencing Academy of Madrid, circa 1700, a selected number participated in dangerous fight routines staged between Flynn, Robert Douglas, and other principals in the film.

The boys were secured through the aid of Duris de Jong of the Hollywood Athletic Club and given preliminary training during 10 weeks in the rudiments of fencing before reporting to Cavens for final coaching for their film work.

To aid in this mammoth chore of instructing, Cavens and his son and regular assistant, Al Cavens, were assisted by expert fencers Don Turner, Saul Gorse and Eric Alden. Local patrons will get their chance to see these magnificent sequences in "Adventures of Don Juan" starting Friday when the Warner special opens at the Strand Theatre.

VIVECA LINDFORS, Warner Bros.' sensational Swedish actress who co-stars with Errol Flynn in the handsome Technicolor romance, "Adventures of Don Juan", which opens tomorrow at the Strand Theatre. Miss Lindfors is cast as Queen Margaret of Spain who falls in love with the swashbuckling hero.

Still 691-516 *Mat 691-2E*

Newspaper Contest

Idea is for contestants to identify the loves of Don Juan, choosing answers from given list of names, with further clues supplied in captions. Use stills from your branch set (as shown here), for a four-day set-up (see illustration at right) or all four together in one layout. To sidestep "ties," ask contestants to finish sentence: "I want to see Errol Flynn in Warner Bros.' 'Adventures of Don Juan' because .....

.....

ANSWERS

1st Day—Viveca Lindfors	**3rd Day—Mary Stuart**
2nd Day—Helen Westcott	**4th Day—Ann Rutherford**

SET IT UP LIKE THIS

(1st Day)

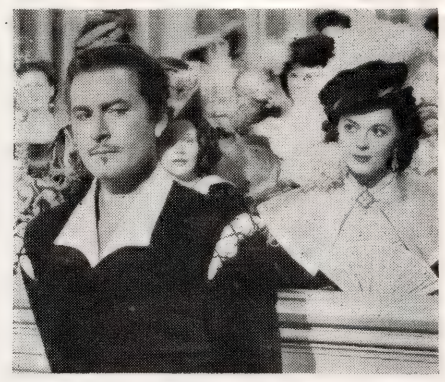
(2nd Day)

Her given name is that of a famous beauty of ancient Troy. Her father was an arch villain of the silent screen.

(3rd Day)

Her name is identical with that of the ill-fated Queen of Scots who (literally) lost her head to the Queen of England.

(4th Day)



Familiar to moviegoers as sweet little "Polly Benedict" in the Andy Hardy series, her own surname begins with the name of baseball's Home Run King.

Ladies! . . .
Who's Your Don Juan?

SPONSOR LOCAL CONTEST — FOR GALS ONLY — TO FIND TOWN'S 'DON JUAN'! NEWSPAPERS, MERCHANTS CO-OPERATE! STUNT EASY TO WORK!

Leading newspaper, department store, male model service and local photographer go along on this one! *Here's how:*

Ladies submit photos of their personal candidates for title of "(Town's) Own Don Juan". Photos must be accompanied by vital statistics about the candidate. Prominent local women act as judges. One winner picked daily, final winner chosen from among top six. Line up suitable merchandise prizes and set it up for opening day announcement of grand winner!

24-SHEET CUT-OUT

Lobby cut-out two stories high. Use action figure of Flynn from 24-sheet! Hang from ceiling as shown or out front, over marquee.

RADIO AIDS!

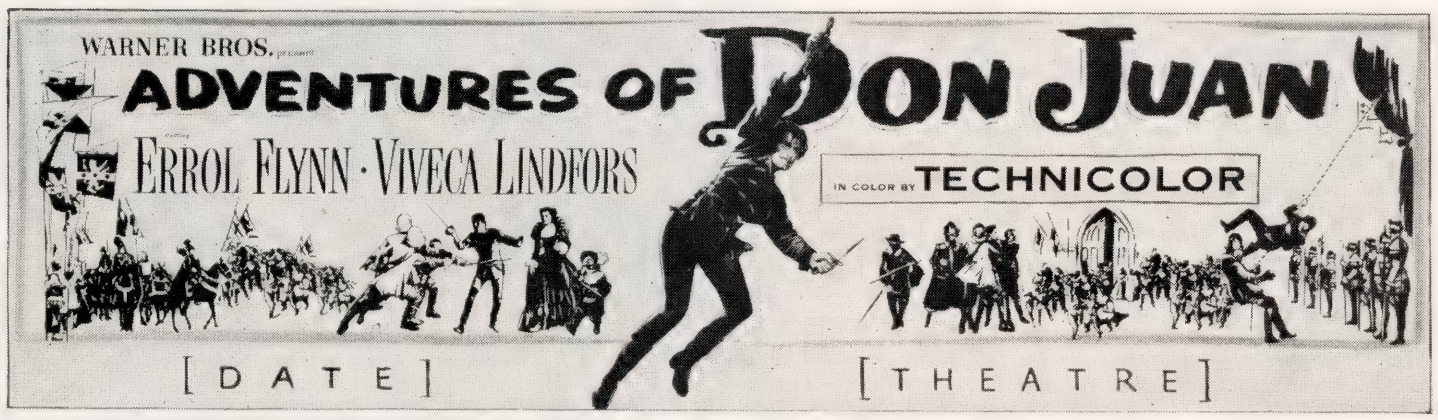
One-minute spots and 15-second station breaks, all on one disc. Price: $2.50.

Two free 5-minute interviews with Errol Flynn and Viveca Lindfors. All allow live-announcement time!

"Order Don Juan Spot Announcement or Star Interview Records" direct from Warner Bros. Campaign Plan Editor, 321 W. 44th St., New York 18, New York.

LOOK AT THESE TWO SPECIAL ACCESSORIES!

STREAMER FOR WINDOWS AND LOBBY



10c Each!
In Color!
8" x 28"

With Space For Playdate...

Great for Advance and Current Sniping...

It's Different!

TEASER ADVANCE 40 x 60 DISPLAY

Room Here For Date →

FULL COLOR
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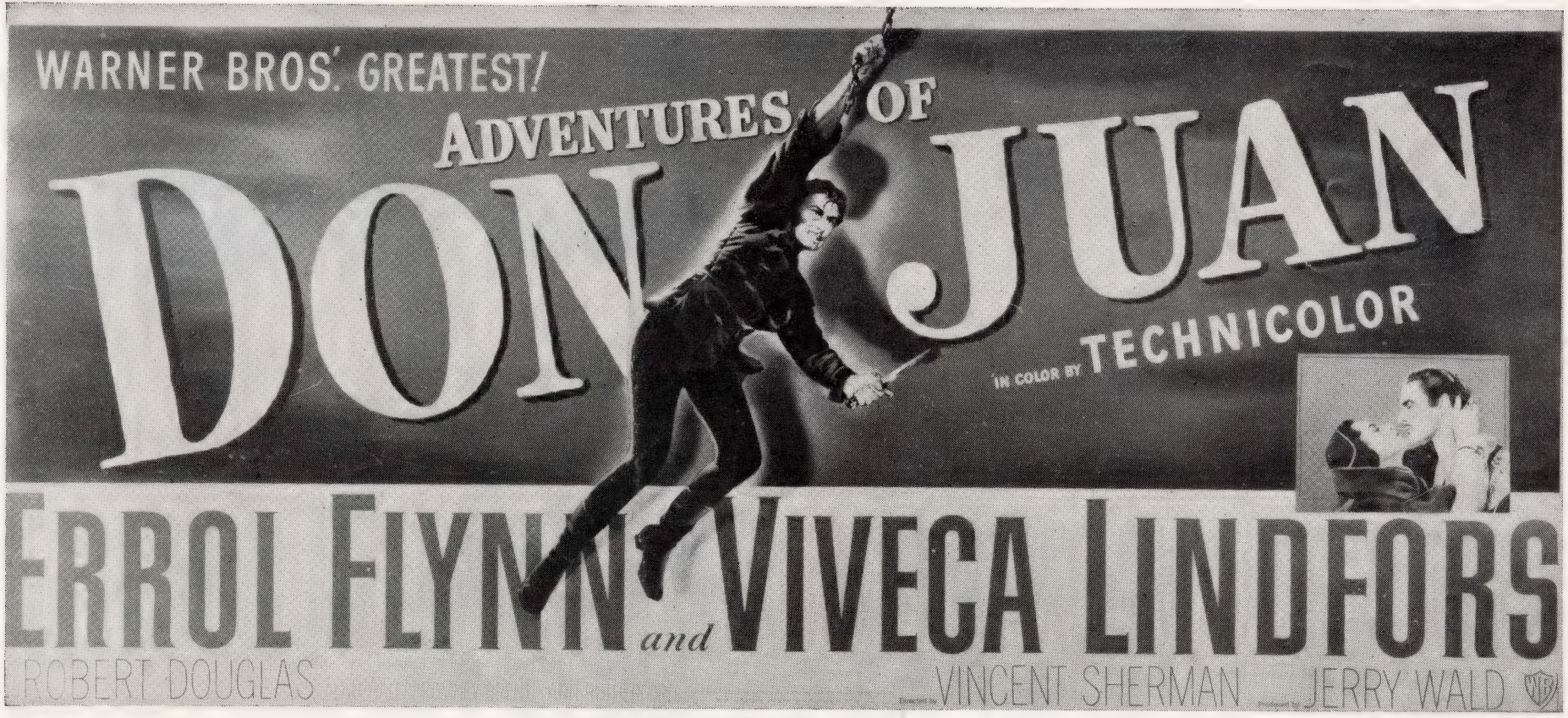

24-SHEET

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SIX-SHEET

Style A

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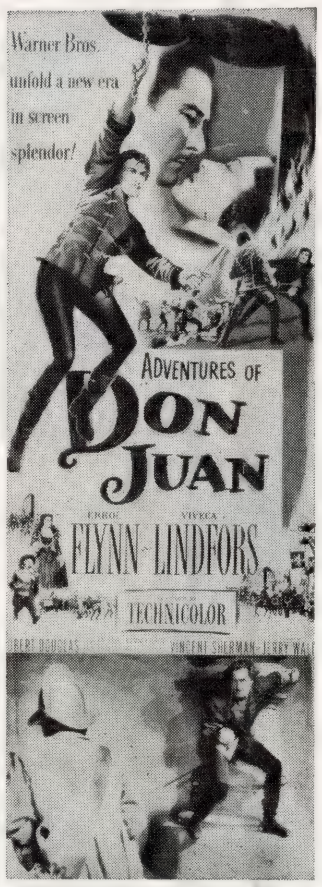
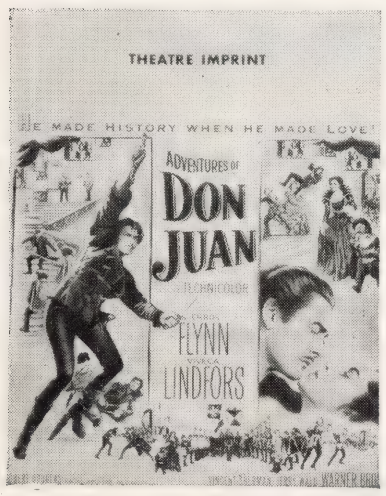


INSERT CARD

THREE-SHEET

ONE-SHEET



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To be absolutely certain there is no question in anyone's mind that "Don Juan" is a new picture, we have provided the new lines on this page. In every case it has been indicated precisely in which ad the headline and the new title-line appear.

You substitute these lines for those already in the mats. The change is simple — make line-plates direct from this page and have them jobbed into the ads as desired.

BRAND NEW! "HERE'S 1949'S GREAT BIG ADVENTURE THRILLER!"—NEW YORK TIMES

THE NEW ADVENTURES OF

new Headline
new Title-line
for ad #501

BRAND NEW! "HERE'S 1949'S GREAT BIG ADVENTURE THRILLER!"—NEW YORK TIMES

THE NEW ADVENTURES OF

new Headline
new Title-line
for ad #402

HERE'S 1949'S BRAND NEW ADVENTURE SMASH!

THE *NEW* ADVENTURES OF

new Headline
new Title-line
for ad #302

HERE'S 1949'S BRAND NEW ADVENTURE SMASH!

THE NEW ADVENTURES OF

new Headline
new Title-line
for ad #301

HERE'S 1949'S BRAND NEW ADVENTURE SMASH!

THE NEW ADVENTURES OF

new Headline
new Title-line
for ad #303

HERE'S 1949'S BRAND NEW ADVENTURE SMASH!

THE NEW ADVENTURES OF

new Headline
new Title-line
for ad #304

THE NEW ADVENTURES OF

new Title-line
for ad #401

WARNER BROS' NEW ADVENTURES OF

new Title-line
for ad #206

THE NEW ADVENTURES OF

new Title-line
for ad #102

HERE'S 1949'S BRAND NEW ADVENTURE SMASH!

THE NEW ADVENTURES OF

new Headline
new Title-line
for ad #203

HERE'S 1949'S BRAND NEW ADVENTURE SMASH!

THE NEW ADVENTURES OF

new Headline
new Title-line
for ad #207

THE SCREEN'S GREAT AND BRAND NEW ADVENTURE SMASH OF 1949 IS HERE!

new Headline
for ad #103

THE NEW ADVENTURES OF

new Title-line
for ad #208

THE NEW ADVENTURES OF

new Title-line
for ad #103

THE NEW ADVENTURES OF

new Title-line
for ad #209

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PRINTED IN U.S.A.

THE CAST

ERROL FLYNN	as	*Don Juan*
VIVECA LINDFORS	as	*Queen Margaret*
ROBERT DOUGLAS		*Duke de Lorca*
ALAN HALE		*Leporello*
ROMNEY BRENT		*King Philip III*
ANN RUTHERFORD		*Donna Elena*
ROBERT WARWICK		*Count de Polan*
JERRY AUSTIN		*Don Sebastian*
DOUGLAS KENNEDY		*Don Rodrigo*
JEANNE SHEPHERD		*Donna Carlotta*
MARY STUART		*Catherine*
HELEN WESTCOTT		*Lady Diana*
FORTUNIO BONANOVA		*Don Serafino*
AUBREY MATHER		*Lord Chalmers*
UNA O'CONNOR		*Duenna*
RAYMOND BURR		*Captain Alvarez*
TIM HUNTLEY		*Catherine's Husband*
DAVID LEONARD		*Innkeeper*
LEON BELASCO		*Don de Cordoba*

PRODUCTION STAFF

Produced by JERRY WALD — *Directed by* VINCENT SHERMAN

Screen Play by George Oppenheimer and Harry Kurnitz; From a Story by Herbert Dalmas. Photographed by Elwood Bredell, A.S.C. Art Director, Edward Carrere. Film Editor, Alan Crosland, Jr. Sound by Everett A. Brown. Dialogue Director, Maurice Murphy. Set Decorator, Lyle B. Reifsnider. Wardrobe by Leah Rhodes and Travilla. Special Effects by William McGann, Director; John Crouse, A.S.C. Makeup Artist, Perc Westmore. Music by Max Steiner. Orchestral Arrangements by Murray Cutter. Technicolor Color Director, Natalie Kalmus; Associate, Mitchell Kovaleski. Assistant Director, Dick Mayberry. Unit Manager, Frank Mattison.

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PUBLICITY

(Advance)

ERROL FLYNN PLAYS DON JUAN IN NEW ADVENTURE FILM

Make way for Don Juan, the greatest lover and swordsman of them all . . . he's coming to the Strand Theatre next week.

Errol Flynn and the sensational Swedish actress, Viveca Lindfors, star in "Adventures of Don Juan", Warner Bros.' magnificent Technicolor romance which opens on Friday at the theatre. Directed by Vincent Sherman, the film also has newcomer Robert Douglas, Alan Hale, Romney Brent, Ann Rutherford, Barbara Bates, Robert Warwick, Una O'Connor, Mary Stuart and thousands of extras in the cast.

This picture has been filmed on such a sweeping scale that preview audiences have been breathless with raves over the Technicolor opulence and splendor of this romantic epic.

Flynn, who excels in swashbuckling roles, is cast as Don Juan, history's greatest lover and heroic swordsman, and Miss Lindfors is Queen Margaret, the one woman he would die for. While Flynn has appeared in other historical roles such as "The Adventures of Robin Hood", "Elizabeth and Essex", "Dodge City", "They Died With Their Boots On" and other Warner specials, his latest assignment of Don Juan is reported to top them all.

Miss Lindfors, the studio's dramatic import from Sweden, was trained in Stockholm's Royal Dramatic Theatre School and appeared in 16 Swedish motion pictures before her arrival in the United States last year. Douglas, who was seen in "The Decision of Christopher Blake", is a well known personality on the British stage. He plays the sinister Duke de Lorca in this new attraction.

Jerry Wald produced "Adventures of Don Juan" for the studio. Max Steiner, Academy winner for his brilliant scores, turned out the rich musical frame for the film.

'ADVENTURES OF DON JUAN', Warner Bros.' brilliant Technicolor historical romance starring Errol Flynn and the new Swedish actress, Viveca Lindfors, premieres Friday at the Strand. Filmed to depict all the lush panoply and excitement of Old Spain, a typical scene (above) shows the two stars in the royal palace with Robert Douglas as the evil Duke De Lorca (left) and Ronney Brent as the weakling King Philip III.

Still 691-41 *Mat 691-3A*

(Advance)

Warner Bros.' Technicolor Film, 'Adventures of Don Juan', Coming

"Adventures of Don Juan", Warner Bros.' rich Technicolor romance, starring Errol Flynn and Viveca Lindfors, opens Friday at the Strand Theatre.

Flynn portrays the legendary lover, swordsman and sometime savior of the throne of Spain in the romantic era of Philip III and his queen, Margaret. Miss Lindfors, the sensational Swedish star, plays this latter queenly role.

Warner Bros. planned this production over two years ago and even progressed to designing sets and costumes. But then certain restrictions on filming and production held the film up.

Vincent Sherman directed the picture. The cast is bright with Robert Douglas, Warners' new British star, Alan Hale, Romney Brent, Ann Rutherford, Mary Stuart, Robert Warwick, Una O'Connor, Barbara Bates, Jerry Austin, Douglas Kennedy, Helen Westcott and thousands of extras who fill the screen.

Flynn wears 27 dashing costumes which Travilla designed. Miss Lindfors wears 11 gowns of great magnificence created by Leah Rhodes. The costume plot for other principal players and atmosphere players totals 5,200 costumes, giving one an idea of the scope of this mighty production. Heavy brocades, cut velvets, jewel encrusted satins, and other rich materials are used in the costumes worn by the players seen as courtiers.

Sets for the gay romance are as lavish as the costumes. Art director Edward Carrere created 58 set plots, and 113 individual settings. One of the standout sets shows the grand stairway of the Spanish palace. Over 100 men could stand across the lower step alone.

Fred Cavens, Hollywood's foremost fencing master, was signed to coach Flynn and his enemies in the film, certain special fencing routines.

The screenplay is by George Oppenheimer and Harry Kurnitz, based on a story by Herbert Dalmas. Max Steiner dipped into Spanish music with a liberal hand in building the rich musical frame for the production. Jerry Wald produced.

(Advance)

WARNER BROS. SET TECHNICOLOR EPIC INTO STRAND

El Cid Campeador, legendary Spanish hero of the 11th Century, has materialized again complete with two-handed sword and nearly three times as large as life, and certainly far heavier.

His stately figure guards the entrance hall from the grand staircase of the Madrid palace of the king and queen for sequences in Warner Bros.' lavish Technicolor romance, "Adventures of Don Juan," Errol Flynn-Viveca Lindfors starrer which Jerry Wald has produced, opening Friday at the Strand Theatre.

El Cid stands 16 feet high, 18 feet if the pedestal from which he is anchored to the landing on the stairway is counted, and weighs just 48 pounds under two tons. He was first modelled in clay by Sculpture Harold Wilson to a scale of one and one-half inches of his present size. This model was then copied, in clay, to full size to make the mold for the plaster. The figure was cast over a steel and wood skeleton.

El Cid's real name was Rodrigo Diez, called El Cid Campeador (when translated, it means a commanding person and champion) by his enemies, the Moslems.

Until the machinations of a beautiful and wicked woman deprived him of his sword and he was killed with it for her pleasure, he was invulnerable in battle. Legend has it that the sword was given him in his youth by an old woman whom he rescued from brigands. It was her reward to him, along with the magic word "Tizono," and had been left her by her sorcerer father.

Be that as it may, for his present appearance in "Adventures of Don Juan," he has got his sword back, or a plaster facsimile thereof, and looks beneficently down on the fortunes of Errol Flynn when he woos Viveca Lindfors and slays his arch enemy, Robert Douglas.

DON JUAN

ERROL FLYNN

Still 653-527 *Mat 691-1G*

The Story

(Not For Publication)

Errol Flynn plays the fabulous Spanish lover and swordsman Don Juan. Visiting in England he is on the road to London when he pauses for a romantic interlude with a noble lady, only to be caught by an irate husband whom he promptly bests in a duel. He flees and is conveniently mistaken for a Spanish grandee en route to his royal wedding. Escorted to his fiancee she promptly discovers they were lovers months before and Don Juan's real identity is uncovered. Together with his ensign Alan Hale, he is tossed into prison. The Spanish Ambassador, however, gets them released and sends them packing to Madrid not before revealing that there is intrigue afoot back home. At court Queen Margaret (Viveca Lindfors) assigns Flynn as master of the Royal Fencing School with an admonishment to behave. The Duc de Lorca (Robert Douglas) who already has the weakling King Philip III under his thumb tries to enlist able Don Juan in his campaign but the latter refuses and incurs his enmity. Villainous intrigue gathers speed until the Duc de Lorca countermanding the King and Queen overpowers Don Juan and throws him into a dungeon to await execution. Alan Hale goes to his rescue, however, and together with loyal members of the Fencing Academy Don Juan attacks the palace. In a series of thrilling duels the loyal forces defeat the Duc de Lorca and the Queen is saved. About to leave Madrid for good because of his impossible love for Queen Margaret, she goes to him to confess that she also loves him. She wants to flee with Don Juan, but he persuades her that her duty is to her people. Don Juan sadly departs and is telling his loyal ensign that henceforth women will not be important to him when he suddenly spies a pretty miss going down the road in her coach. Flynn wheels his horse around, gallops after the coach—the inimitable Don Juan to the end.

Running Time: 110 Minutes

THE QUEEN

VIVECA LINDFORS

Still 691-516 *Mat 691-1B*

THE CAST

ERROL FLYNN	as	*Don Juan*	JEANNE SHEPHERD	*Donna Carlotta*
VIVECA LINDFORS	as	*Queen Margaret*	MARY STUART	*Catherine*
ROBERT DOUGLAS		*Duke de Lorca*	HELEN WESTCOTT	*Lady Diana*
ALAN HALE		*Leporello*	FORTUNIO BONANOVA	*Don Serafino*
ROMNEY BRENT		*King Philip III*	AUBREY MATHER	*Lord Chalmers*
ANN RUTHERFORD		*Donna Elena*	UNA O'CONNOR	*Duenna*
ROBERT WARWICK		*Count de Polan*	RAYMOND BURR	*Captain Alvarez*
JERRY AUSTIN		*Don Sebastian*	TIM HUNTLEY	*Catherine's Husband*
DOUGLAS KENNEDY		*Don Rodrigo*	DAVID LEONARD	*Innkeeper*
			LEON BELASCO	*Don de Cordoba*

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Mat 208 — 2 cols. x 10¾ inches (300 lines)

The Official Billing

WARNER BROS.	50%
Pictures Presents	5%
ERROL FLYNN — VIVECA LINDFORS	100%
in	
"ADVENTURES OF DON JUAN"	100%
Color by TECHNICOLOR	15% 30%
with	
ROBERT DOUGLAS	25%
and	
Alan Hale — Romney Brent — Ann Rutherford	10%
* * *	
Directed by Vincent Sherman	25%
* * *	
Screen Play by	
George Oppenheimer and Harry Kurnitz	3%
From a Story by Herbert Dalmas	2%
* * *	
Produced by Jerry Wald	25%
* * *	
Music by Max Steiner	3%
* * *	
A Warner Bros.	5%
First National Picture	2%

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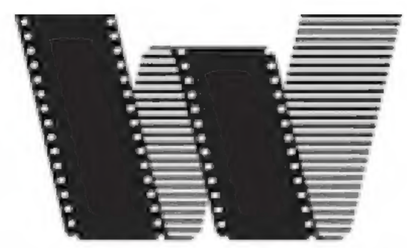

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